

## Graphic Design Senior Portfolio Assessment Rubric

### A. RESULTS

- 1) The Senior Portfolio demonstrates achievement of professional, entry-level competence in Graphic Design, including significant technical mastery.
- 2) The Senior Portfolio demonstrates the capability to solve professional problems independently.
- 3) The Senior Portfolio demonstrates a coherent set of artistic/intellectual goals that are evident in the student's work.
- 4) The Senior Portfolio demonstrates the ability to aesthetically apply the elements and principles of design.
- 5) The Senior Project demonstrates functional knowledge of professional design practices/processes.

### B. BASIC VISUAL COMMUNICATION PRINCIPLES AND PROCESSES

- 1) The Senior Portfolio demonstrates the ability to utilize the evolution of communication theories/principles to address various types of contemporary problems.
- 2) The Senior Portfolio demonstrates the ability to plan the design process from problem identification to prototyping design solutions.
- 3) The Senior Portfolio demonstrates the ability to generate multiple effective communication solutions to a single problem.
- 4) The Senior Portfolio demonstrates functional knowledge of creative approaches.
- 5) The Senior Portfolio demonstrates the analytical ability to make appropriate purpose-based choices.
- 6) The Senior Portfolio demonstrates projects that construct narratives/scenarios to describe user experiences.
- 7) The Senior Portfolio demonstrates fluency in the use of formal vocabulary/concepts of design.
- 8) The Senior Portfolio demonstrates the ability to use color theory effectively.
- 9) The Senior Portfolio demonstrates the ability to use basic research skills.
- 10) The Senior Portfolio demonstrates the ability to use typography effectively.
- 11) The Senior Portfolio demonstrates the ability to use images effectively.

### C. RESEARCH

- 1) The Senior Portfolio demonstrates the ability to determine patterns of human behavior to develop appropriate design responses.
- 2) The Senior Portfolio demonstrates the ability to develop design responses with respect to cultural/social contexts.
- 3) The Senior Portfolio demonstrates an understanding of design at different scales, ranging from components to systems and from artifacts to experiences.
- 4) The Senior Portfolio demonstrates the ability to exercise critical judgment about the student's own design.
- 5) The Senior Portfolio demonstrates the ability to interpret research findings in design development.

### D. TECHNOLOGY

- 1) The Senior Portfolio demonstrates the ability to employ different technologies for specific design problem contexts.
- 2) The Senior Portfolio demonstrates the capability to prototype technological tools.
- 3) The Senior Portfolio demonstrates the ability to analyze the implications of technology on human behavior.

# Graphic Design Senior Portfolio Assessment Rubric

		Exceeds Expectations - 3	Meets Expectations - 2	Below Expectations - 1
<b>A.1.</b>	Professional entry-level competency			
<b>A.2.</b>	Solve professional problems independently			
<b>A.3.</b>	Coherent set of artistic/intellectual goals			
<b>A.4.</b>	Aesthetically apply the elements and principles of design			
<b>A.5.</b>	Functional knowledge of professional design practices/processes			
<b>B.1.</b>	Utilize the evolution of communication theories/principles to address problems			
<b>B.2.</b>	Design process from problem identification to prototyping design solutions			
<b>B.3.</b>	Generate multiple effective communication solutions to a single problem			
<b>B.4.</b>	Functional knowledge of creative approaches			
<b>B.5.</b>	Analytical ability to make appropriate purpose-based choices			
<b>B.6.</b>	Constructs narratives/scenarios to describe user experiences			
<b>B.7.</b>	Fluency in the use of formal vocabulary/concepts of design			
<b>B.8.</b>	Ability to use color theory effectively			
<b>B.9.</b>	Ability to use basic research skills			
<b>B.10.</b>	Ability to use typography effectively			
<b>B.11.</b>	Ability to use images effectively			
<b>C.1.</b>	Ability to determine patterns of human behavior to develop design responses			
<b>C.2.</b>	Ability to develop design responses with respect to cultural/social contexts			
<b>C.3.</b>	Understanding of design at different scales			
<b>C.4.</b>	Ability to exercise critical judgment about the student's own design			
<b>C.5.</b>	Ability to interpret research findings in design development			
<b>D.1.</b>	Ability to employ different technologies for specific design problem contexts			
<b>D.2.</b>	Capability to prototype technological tools			
<b>D.3.</b>	Ability to analyze the implications of technology on human behavior			